



Business Development Manager



Title: Business Development Manager

Position Description No: *PD 149-01* Recruitment No: *10528*
Position Based In: *Bendigo* Tenure: *Ongoing*
Relevant Award *Social, Community, Home Care and Disability Services Industry Award*

1. The Role

Golden City Support Services (GCSS) is a community based, not-for-profit organisation that provides a range of support services to people with disabilities and to people recovering from mental illness.

Our vision is to create an inclusive community where people are supported to have homes in their local communities, develop their own relationships and enjoy the same access to community resources, opportunity to participate and rights as other members of their community.

GCSS have a foundation of Person Centered Active Support (PCAS) practice and rely heavily on people we support in the design and implementation of services.

The Business Development Manager plays an integral role in developing and implementing marketing and development strategies that align with the overall business objectives. This includes conducting market research, identifying customer needs and preferences, and developing campaigns that resonate with the target audience.

The Business Development Manager will be responsible for tracking the success of marketing efforts and adjusting the strategies as needed to achieve the desired results.

As the Business Development Manager will have a contemporary and energetic approach and be prepared to think creatively to problem solve. They will know about the latest trends and technologies to ensure strategies remain relevant and effective.

2. Role Specific Responsibilities

The Business Development Manager works under the direction of an Executive at GCSS and has;

- Flexibility and adaptability
- Developing and managing budgets for marketing and sales activities.
 - This requires working closely with the finance team to develop accurate budget forecasts and ensuring that all expenditures are within budget.

- Prioritise initiatives based on their potential Return on Investment and regularly review the budget to ensure that resources are allocated effectively.
- Developing marketing strategies and coordination of activities to drive growth of GCSS
- Conduct thorough research and analysis, including identifying the unique value proposition of the GCSS product and services
- Work closely with senior management, and program teams to understand the GCSS foundation of supports and goals to create a cohesive strategy that supports these.
- Creating content that resonates with the target audience.
 - Fulfill the role of Social Media Moderator
 - Sift through different types of content (user-generated content, posts, uploads, tweets, comments, and third-party content).
 - Ensuring online community safety by implementing brand guidelines and policies and monitoring platform content.
 - Escalating issues, observations, opportunities, and insights through relevant GCSS channels, when needed.
 - Crafting creative content to encourage participation and increase engagement.
 - Where applicable, provide digital customer service and workflows to respond to queries on select channels.
- Support and collaborate in the creative design and practical rollout of content for public presentation stands and agency events.
- A remarkable set of soft skills. The needed essential soft skills include:
 - Excellent communication and interpersonal skills
 - Presentation skills
 - Attention to detail
 - Organisational skills
 - Time management skills
 - Problem-solving skills
- This role may require, at the direction of a General Manager or higher, other duties to be performed from time to time. Assigned other duties will be take into account the scope of this role, the skills of the employee, the reasonableness of the direction to perform other duties and the impact on the current role. The need to perform other duties can arise from situations such as, but not limited to, staff absentee and emergencies.

3. General Workplace Requirements

All GCSS employees must commit to the following requirements as a condition of their employment at GCSS:

- Follow the published policies and procedures of Golden City Support Services.

- Operate in an ethical manner in accordance with relevant standards, values and policies that are prescribed by Golden City Support Services including the Golden City Support Services Code of Conduct.
- Comply with the laws of Victoria and the Commonwealth of Australia and other jurisdictions as may be relevant.
- Follow the Golden City Support Services Occupational Health and Safety policies and procedures and operate according to the prescribed 'safe systems of work'.
- Apply the principles and standards outlined in the Golden City Support Services Equal Opportunity, Workplace Bullying, Discrimination, and Sexual Harassment Policies.
- Maintain confidentiality in regard to the people receiving support, families, carers, other staff and the business dealings of Golden City Support Services (including GCSS electronic and printed materials).
- Participate in ongoing quality assurance and independent accreditation assessments.
- Successfully complete the Golden City Support Services basic training within the first six months of employment.
- Be assessed as competent in performing the responsibilities of this role as defined in section 2 of this position description within the 6-month probationary period.
- Consent to a national police record check as required by GCSS and resubmitted on a cyclical basis (currently every 3 years)
- Hold a current Victorian Driver License (or equivalent permit).
- Provide and maintain evidence of National Disability Insurance Scheme Worker Screening clearance and not be subject to a Victorian Disability Worker Commission Prohibition Order.
- Be legally able to work in Australia according to the relevant laws of the Commonwealth of Australia.

4. Selection Criteria

Candidates do not necessarily have to possess all skills and experience as set out under position specific key selection criteria. The criteria will be used to assist in assessing candidate suitability for the role.

- Experience (minimum 1 year) in a business development role or related field including;
 - Involvement in developing or working to a formal marketing strategy,
 - Curating content for internal and public consumption,
 - Managing monitor and moderating social media.
- Experience in graphic design, web design and digital photography
- Relevant tertiary qualifications such as –
 - Bachelor's Degree in Marketing (or related field)
- Experience with
 - Marketing Automation software
 - Customer Relationship Management (CRM) software
 - Analytics software

- Google AdWords and Google Analytics
- Highly developed communication skills
 - Written.
 - Design / presentation.
 - Verbal.
- Demonstrated proactive skill and aptitude for seeking out and developing content and stories that meet the organisational marketing strategy and support engagement of stakeholders.
- Experience in working cross functionally, collaboratively in median to larger size organisation.
- Experience in curating content and supporting the staging of information booths through to wider audience events.

Applications to be addressed to:

Applications to be emailed to: *recruitment@gcss.org.au*

Address Line: *“Attn. Manager People and Culture Recruitment Number 10528”*

Closing Date: *Close of business, Friday 19th July 2024*